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## A STUDY OF PLANNED IMPULSIVE BUYING ON CONSUMERS IN INDONESIA

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### ABSTRACT

Marketing process in a company will be successful if they can understand the unique character of their consumers. Unique characteristic of Indonesian consumer who unplanned and who have unplanned spending pattern became such opportunities for the company to sell their product. Research gap about buying behaviour between previous researchers became the problem of this research. The purpose of this study is to examine the effect of interaction, situational factors and fashion involvement on positive emotion and planned impulsive buying. This research was limited on planned impulsive buying, whereas consumer already made such plan to go shopping but in fact they bought more than what they already planned before because of spontaneous or suddenly cause. Sample collection technique used in this research was purposive sampling where respondents have to meet the criteria established by the researcher. The result from path analysis proved that the first hypothesis that the interaction with the salesforce on unplanned impulsive buying was rejected. The second hypothesis until the last hypothesis accepted. This study provides an overview of the importance to give a big discount (sale) programs, product variation and new trend products which will improve positive emotion and increase planned impulsive buying. Situational factors like crowd levels of store, comfortable shopping place, and well-organized layout also raise positive emotion and planned impulsive buying. In fact, most of the respondent felt that the crowded shopping situation makes them curious and raises positive emotions that motivated to make a purchase.

**Key words:** *Planned Impulsive Buying, Positive Emotions, Interaction with Salesforce, Situational Factors, Fashion Involvement*

### INTRODUCTION

Consumers are the target market of the company that should always be a concern of the company in order to win the competition. Marketing of a company will be successful if they can understand the unique characters of its consumers. One of the unique character of consumers in Indonesia, according to Marketing Magazine (2012) is the unplanned buying behaviour. Unplanned behavior characters indicates the high impulsive buying. Impulsive buying is the tendency of consumers to purchase spontaneously, reflexes, sudden, and automatic. Impulsive buying is natural action and is a fast reaction. Impulse buying can occur anywhere and at anytime. For example, when a seller offers a product to prospective consumers that are not thought before by the consumer.

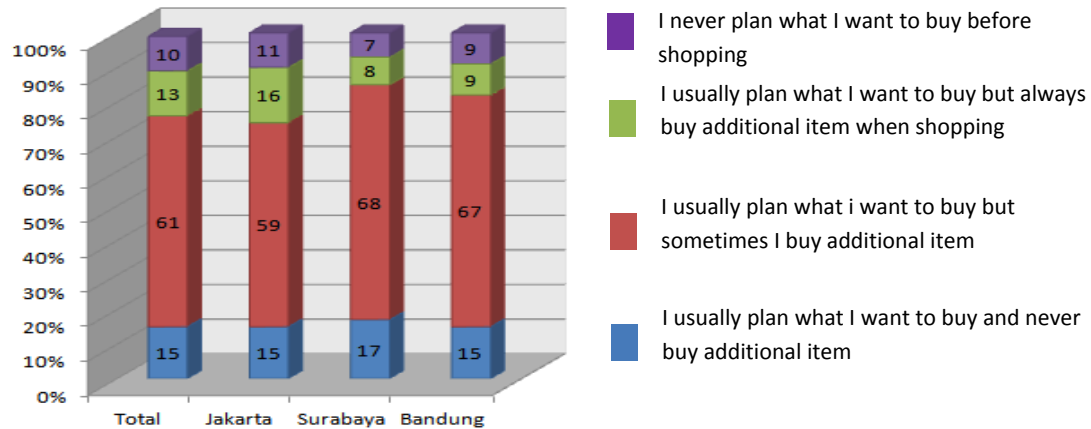
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Many researchers who create a theoretical framework on impulsive purchases by linking the purchase of the psychological variables (personality, self-regulation), hedonic experience (how to enjoy shopping, emotional state, mood) and situational variables (time and money) in expenditure (Beatty and Ferrell, 1998; Rook and Fisher, 1996). In general, the researchers found that impulsive buying will result in satisfaction of hedonic or emotional needs, social interaction or gratuities (Hausman, 2000). Park *et al.* (2006) also adds that impulse purchases can be caused by hedonic consuming tendencies and emotional factors.

Marketing Magazine (February 14, 2012) underlined that Indonesian consumers characters was the unplanned one. The process of unplanned purchases in Indonesia are approximately 15% to 20% higher than American. Indonesian consumers also have irregular spending pattern (there is no specific time for shopping). They have a short term character perspectives that means buying a product not based on long-term orientation (Marketing. co.id). It also resulted in a high impulse purchases in Indonesia.

This study was conducted because there are controversial views between mood influences consumers' purchase behavior. Mowen and Minor (2001) stated that the mood significantly influence shopping behavior. Joo Park *et al.* (2006) proved that positive emotions bring influence on impulsive buying. Research Zhuang *et al.* (2006) proved that satisfaction is a mood which is not giving a significant effect on purchase behavior. Nicholas (1996) research proved that momentary mood is not affected significantly to purchase behavior. Research by Joo Park *et al.* (2006) on fashion products raise the suggestions for subsequent research to incorporate consumer characteristics and situational variables other than the consumer. This study challenges the previous researchers responded by using variable situational factors (Joo Park *et al.*, 2006) and using a wider respondents (not limited to students only) (Silvera *et al.*, 2008).

The study also aimed to review more about unplanned impulse buying which is becoming a habit of Indonesian consumers. A survey conducted by The Nielsen Company is highlighted that the growing trend of Indonesian shoppers was impulsively increased in Indonesia each year. Research was conducted at major cities in Indonesia. In 2007, 15% of shoppers said they planned what they would buy and never buy additional items. However, on average 60% admitted planning what you want to buy, and sometimes do not purchase additional items previously planned. Indonesian consumer shopping behavior is described as follows:



Source : Marketing Magazine (2007)

**Figure 1: Indonesian Consumer Buying Behavior**

Han *et al.* (1991), states that impulse buying is classified into four types (1) planned impulse buying; (2) reminded impulse buying; (3) fashion-oriented impulse buying; and (4) pure impulse buying. This study focuses on the planned impulse buying (unplanned impulsive purchase) where the purchase occurs when consumers who already have plans to buy a product make purchases in excess of what had been planned in advance. Above data, showed that more than 50% of Indonesian consumers always make purchases that exceed their previous plan (planned impulse buying). Therefore the aim of this study was to determine the effect of sales force, situational factors, emotional involvement and the influence of fashion to the positive emotion planned impulsive purchases.

## THEORETICAL FRAMEWORK AND HYPOTHESIS

### Positive Emotion

Shopping activities carried out by the consumer initially motivated by rational motives, related to the benefits provided the product (utilitarian value). Another value that affects the activities carried out by consumer spending is an emotional value. Basically on psychology approach, human behavior is influenced by the environment. According to Joo Park *et al.*, (2006), emotion is an effect of mood which is an important factor in consumer purchasing decisions. Factors feelings / emotions is a temporary construct as it relates to a particular situation or object.

According to Hawkins, Mothersbaugh, and Best (2004) emotion is a feeling that can not be controlled but can affect a person's behavior and habits. Needs or desires are not met someone who would normally be formed into negative emotions (negative emotion). But if needs is met it will form positive emotions (positive emotion). Schiffman and Kanuk (1997) added that the consumer is an emotional figure, so they will be easily attracted when there is emotional involvement. Indicators of positive emotions variable is Exited, Satisfy , and Thrill.

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## **Planned Impulsive Buying**

Impulse buying is defined as a sudden and immediate purchase without any interest prior purchases (Beatty and Ferrell, 1998). The types of impulsive purchases are: ( 1 ) Pure Impulse is a purchase which deviate from the normal purchasing patterns . This type can be expressed as a novelty / escape buying ; ( 2 ) Suggestion Impulse is a purchases that occur when consumers do not have enough knowledge in advance about new products , consumers see the product for the first time and visualize a need of the product , (3 ) Reminder Impulse is an impulsive purchases because of the past experience , where buyers see the product and be reminded that the supplies in the house needs to be added or have been exhausted ; ( 4 ) Planned Impulse are impulsive purchases that occur when certain sales conditions are given . For example, the sale of certain products at a special discount , vouchers, etc.

Variables used in this study is planned impulse purchases where consumers make purchases that exceed what they have planned in advance . This purchase occurred due to the encouragement they received at the time they do shopping . The indicators of said variable are (1) purchase in order to try something new (2) purchase because of discount, (3) purchase because of love at first sight , and (4) purchase to complete the purchase of other products .

## **Interaction With Salesforce and Planned Impulsive Buying**

Rook and Fisher (1995) found that the most impulsive buying behavior is controlled by exclusive stimulus or stimuli. Impulsive buyers love to give a positive response to stimuli such about the product, sales personnel, and store environment. As the stimuli increased, it will alter the need of a product and switch it to a need of other product. Specifically, the documentation about the atmosphere of a neighborhood shopping and retail environments can change the emotions of consumers (Donovan, 1994).

Han *et al.* (1991) found that the impulsive buying was influenced by the interaction with a sales force at a store. Provision of interesting information about a product can bring a desire to purchase spontaneously. In this study the interaction between consumers and sales force is expected to increase planned impulsive purchase.drive an increase in unplanned impulse purchases.

**Thus, the hypothesis can be put forward is:**

**H1: the better interaction between consumer and sales people, the higher impulsive purchase planned level.**

## **Interaction With Salesforce and Positive Emotions**

Interactions between consumer the sales force is an important element in marketing communications. Grewal and Sharma (1991) stated that the sales force 's ability to interact with consumers through effective persuasive interaction with consumers can influence consumer purchases . In line with that statement, Park and Lennon (2006) asserts that sales force often do a persuasive sales to consumers that can affect their emotional reactions.

In this study, interaction as a variable is measured by four indicators are sales force's product knowledge, sales force Interpersonal Ability, sales person's humor ability, the sales

force's ability to communicate. Various capabilities of the sales force is expected to encourage an increase of consumer positive emotions.

**Thus, the hypothesis can be put forward is:**

**H2: The better interaction between consumer and sales people will increase Positive Emotion of Consumer.**

### **Situational Factors and Positive Emotions**

Situational factors are temporary environments which make up a context of a consumer activity at a particular time and place. Situational factors are events that are relatively short and should be distinguished from the long -term environmental factors, such as cultural influences and individual factors (Mowen and Minor, 2001) . Store shopping environment or atmosphere is a planned atmosphere that suits the target market and to attract consumers to buy (Kotler, 2005) . Designing an attractive environment which give impression to the consumer is by doing a visual communications, lighting, color, music and aromas. That kind of store atmosphere affects the emotional state of consumers that would cause or influence the purchase of either planned or unplanned or impulsive buying.

This study uses situational factors as one of the variable, which is formed by three indicators are store environment, time pressure and perceived crowding. In his research, Iyer (1898) underlines that the pressure of time is one of the environmental influences that shape consumer emotions. The longer the time consumers spend in stores; her desire to have the product will increasingly emerge. This is in contrast with studies of Au (1993) which describes the actual time that the most effective way to conquer the consumer is in the first five minutes. In this study, the research objects used to have a program where the time discount program to attract consumers by giving huge discounts on a relatively short time ( maximum 15 minutes ) which will bring out the positive emotions of consumers.

Perceived the crowd can be divided into two dimensions of human crowding and spatial crowding (Machleit *et al.*, 1994). Human crowding refers to the number of other consumers who come to shop at the stores, while the spatial crowding refers to the space or place, how the layout or arrangement of the products offered to consumers. The level of the crowd took indicated positive emotions can influence a consumer in shopping.

**Thus, the hypothesis can be put forward is:**

**H3: The more supporting Situational Factors the more Positive Consumer Emotions**

### **Positive Emotions and Planned Impulsive Buying**

Emotions can be classified into two orthogonal dimensions, positive emotions and negative emotions. Emotions strong influence on action in impulsive buying (Beatty and Ferrell, 1998). Consumers who have more positive emotions simply need only short time to make decisions. Consumers who have positive emotions have a higher level of impulsive purchases due to the feeling of wanting to give reward unto them and have a higher energy level (Rook and Gardner, 1993).

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At the time of shopping, emotion to store emotions can affect purchase intentions and raises certain perception about quality, satisfaction, and value (Babin and Babin, 2001). Beatty and Ferrell (1998) found that positive emotions associated with impulse buying interest. Previous studies also suggested that impulsive buyers are more emotionall compared to shoppers who are not impulsive since impulsive buyer has higher positive feelings (comfort , interest , and enjoyment), they often spend much money to shop. Cha (2001) asserts that the unplanned purchase of clothing will bring satisfaction of emotional needs which are derived from social interaction in shopping .

Impulse buying is a fact of life in consumer behavior which is proved as a purchasing activity related to the envirointment and limited time to do shopping, where the route of shopping actually is different. These can be differentiated by the impulse that shows that hierarchical behavior based on the affective responses that are influenced by strong feelings (Mowen and Minor , 2002) , so that impulse buying by Hoch *et al.*, will occurs when there is a very strong positive feelings which are then followed by attitude of purchase (Negara and Dharmesta, 2003) . According to Gardner and Rook (1998) Emotion is defined as the factors that influence the impulsive purchase.

**Thus, the hypothesis can be put forward is :**

**H4 : The higher Positive Emotions of Consumers, the higher Increasingly, the higher planned Impulsive Purchases.**

### **Fashion Involvement and Positive Emotions**

Fashion involvement is a matrix that helps in explaining consumer behavior and segmenting consumer markets (Kim, 2005). In marketing of fashion products, fashion involvement refers to feelings of attraction to the category of fashion products offered. Fashion involvement mainly used to predict the behavior variables and the characteristics of the consumer (Browne and Kaldenberg,1997). Clearly, O'Cass (2004) found that fashion involvement is associated with personal characteristics (eg, fashion involvement for women, fashion involvement for younger consumers, etc) also fashion knowledge which in turn will affect the level of consumer confidence.

In this study fashion involvement as the variable is using indicator the importance of dressing smartly for consumers, the product value for consumers , and the strength association between consumer and the product. High fashion involvement encourages the feeling interested , satisfied , confident , or a particular sensation that can be felt. The higher a consumer's fashion involvement is expected to more create more positive emotions of consumers .

**Thus, the hypothesis can be put forward is :**

**H5 : The higher the Consumers' fashion involvement, the more positive emotions of the Consumers.**

### **Fashion Involvement and Planned Impulsive Buying**

Fashion Involvement is a motivational statement of the interest over an object or product that may be a stimulus for the behavior of their purchase (O'Cass, 2004 ) . Positive relationship

between the level of consumer's fashion with the purchase of apparel products have been proved by Seo *et al.* (2001) which clearly stated that consumers who have a high fashion involvement will be encouraged to become apparel buyers. It can clearly stated that the higher fashion involvement will lead to the higher planned impulsive purchases of clothing products .

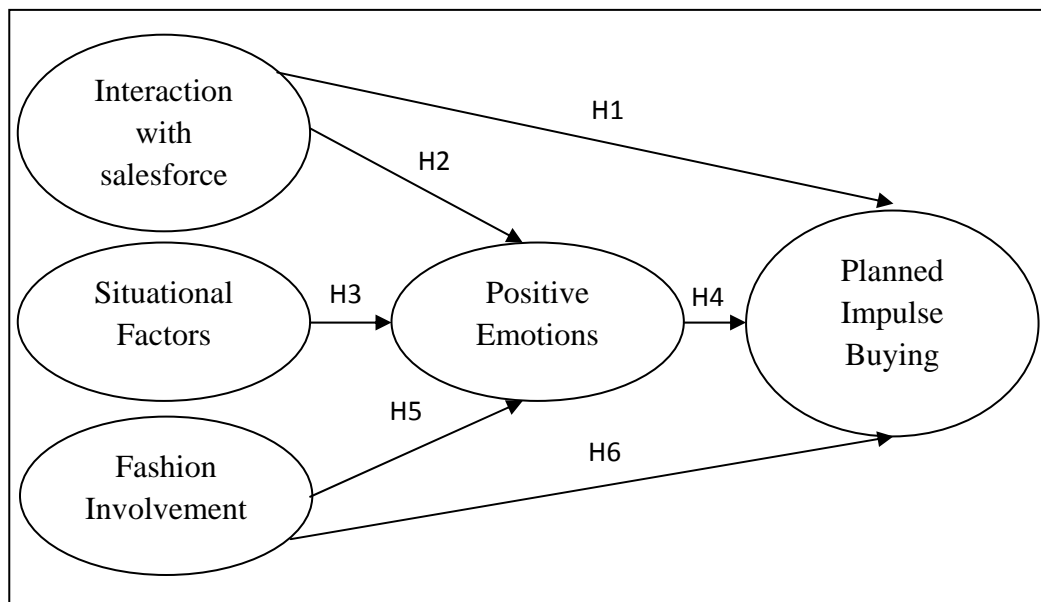
Research conducted by Park *et al.* (2006) provide results that fashion involvement has a significant direct influence on fashion - oriented impulse buying behavior . Consumers who have a high level of fashion involvement will do purchasing because of the latest models or particular interest in the products she'd just seen .

**Thus, the hypothesis can be put forward is :**

**H6 : The higher the fashion involvement, the higher Consumer's planned Impulsive Buying.**

**Picture 2**

**Research Model**



## **RESEARCH METHOD**

Data used in this study is the self-report data, which is the type of research data in the form of experiences, characteristics, and perceptions of management, the person who is the subject of research / respondents. While the source of the data in this study is the primary data source. The data used in this study is primary data obtained from questionnaires / questionnaire given to the respondents. In this study there are 17 indicators which became the primary data consisting of

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interaction with the salesforce (4 datas), situational factors (3 data), fashion involvement (3 datas), positive emotions (3 datas), and planned impulsive buying (4 datas).

This research develop models to answer a research problem with six Formulated within this research hypothesis. Sample collection technique used in this research was purposive sampling where respondents had to meet the criteria established by the researcher. Criteria for the respondents are : 1 ) Consumers of make purchases of apparel products in Department Store Robinson - Ramayana in Semarang , Central Java , Indonesia 2 ) Consumers already have plans to shop products in Department Store Robinson - Ramayana in Semarang, Central Java, Indonesia 3 ) consumer made a purchase from their planned transaction exceeding the budget 4 ) Consumers know about the discount program conducted by the Department Store Robinson - Ramayana in Semarang , Central Java , Indonesia like Discount Time, Midnight Sales, Semarang Great Sales or another discount programs. Sample used in this research is 109 respondents.

### **Analysis techniques**

Analytical technique chosen to analyze the data in this study is the analysis of the path (path analysis) in the SEM (Structural Equation Model) of the AMOS statistical package. Computational results for the model significance test is done by testing the goodness of fit which is the Chi Square, Probability, GFI (Goodness of fit index), AGFI (Adjusted Goodness of Fit Index), CFI (Comparative Fit Index), RMSEA (Root Mean Square Error of Approximation), TLI (Tucker Lewis Index) and CR (Critical Ratio). The test results show that the model is well accepted models because the model has met the criteria of goodness of fit which will be followed by testing the developed hypothesis. The test is performed by testing the regression coefficients to see the level of significance of the regression coefficients generated.



## DATA ANALYSIS AND DISCUSSION

### Measurement

**Table 1**  
**Variables-Indicator-Questions Item**

<b>Variabel</b>	<b>Indikator</b>	<b>Item Pertanyaan</b>
Planned Impulsive Buying	<ul style="list-style-type: none"> <li>• Buying to try something new</li> <li>• Buying a discount for the product gets</li> <li>• Buy as love at first sight</li> <li>• Buying in order to complement other products</li> </ul>	<ul style="list-style-type: none"> <li>• I make a purchase to try new products</li> <li>• I always buy products that are included in the discount program</li> <li>• I am interested in buying a product at first sight</li> <li>• I make a purchase in order to realize the completeness of the product</li> </ul>
Positive Emotion	<ul style="list-style-type: none"> <li>• Exited</li> <li>• Satisfy</li> <li>• Thrill</li> </ul>	<ul style="list-style-type: none"> <li>• I feel excited in buying products in Robinson</li> <li>• I feel satisfied when buying a product that I like in Robinson</li> <li>• Buy products in Robinson is exciting</li> </ul>
Interaction with the sales force	<ul style="list-style-type: none"> <li>• Sales force's product knowledge</li> <li>• Sales force's interpersonal ability.</li> <li>• Sales force's humor ability</li> <li>• Sales force's communication skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Salesforce have a thorough knowledge of the products offered</li> <li>• The ability of salesforce to convey his feelings about the product can open my mind</li> <li>• Salesforce always make my shopping more fun</li> <li>• Salesforce are able to communicate very well with me</li> </ul>
Situational Factor	<ul style="list-style-type: none"> <li>• Store Environment</li> <li>• Time Pressure</li> <li>• Perceived Crowding</li> </ul>	<ul style="list-style-type: none"> <li>• The environment of the store is very convenient to shop</li> <li>• Time limits contained in the discount program prompted me immediately to find information about the product</li> <li>• Lively atmosphere encouraging me to shop</li> </ul>
Fashion Involvement	<ul style="list-style-type: none"> <li>• The importance of dressing smartly for consumers</li> <li>• Value of products for consumers</li> <li>• The strength of the relationship and consumer products</li> </ul>	<ul style="list-style-type: none"> <li>• Using smart clothing is very important for me</li> <li>• Clothing that is provided by Robinson-Ramayana is a product that can meet the needs of my fashion</li> <li>• I always wear clothing appropriate to the mode</li> </ul>

## Respondents Identity

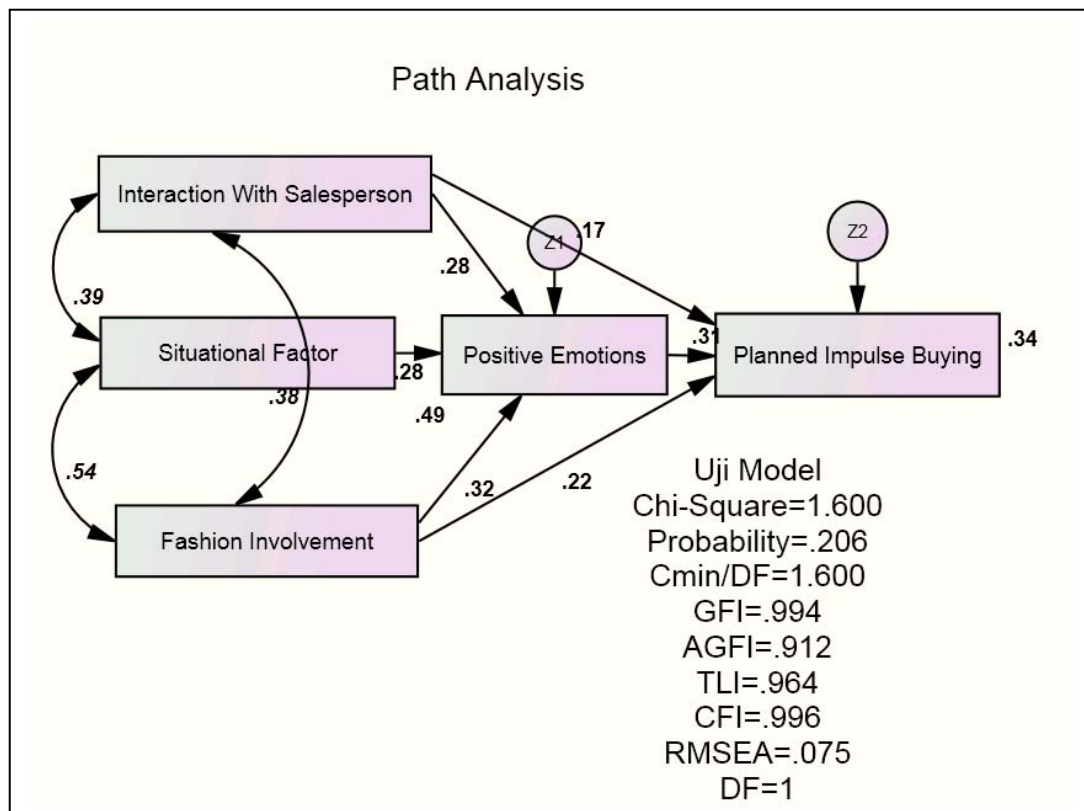
This study divides respondents by age, gender, educational background, employment and expenditure to shop in a year. Based on the results of a questionnaire given to the respondents, noted that according to age, the majority of respondents aged between 21 years to 30 years which means that the respondents are younger consumers and is usually concerned with fashion. The next largest respondent was aged 41 years to 50 years of age which is usually already have their own income sufficient to shop. The next of which most respondents are aged 31 years to 40 years , under 21 years and above 50 years .

Respondents by sex dominated by women with a ratio of 75% and 25% male respondents , which shows that women tend to prefer shopping than men. According to the educational background, most respondents are at undergraduate educational background then followed by a high school background respondents. This shows that the majority of respondents have had the ability to understand the discount programs offered by the Robinson-Ramayana.

Questionnaire results also showed that most respondents are consumers who work in the private sector , other sectors , housewives , civil servants , and businessmen . This proves that the majority of respondents are those who work in the private sector. Respondents according spending amount per year at Robinson-Ramayana majority is under one million (62%) and between one to five million (35%), and respondents with spending between six and ten million, 11 to 15 million and more than 15 million (3%).

**Picture 3**

## Path Analysis Results



The results of the path analysis model testing analysis are seen that all the constructs were used to form a model of research, meeting the criteria of goodness of fit specified. Size of goodness of fit which shows that fit this condition is caused by a number Chi-square smaller than the cut-off value defined by the probability value 0.206 or above 0.05, these values showed no difference between the sample covariance matrix of the covariance matrix population estimates. Goodness of fit other sizes also shows the good condition that GFI (0.994), AGFI (0.912), TLI (0.964), CFI (0.996); CMIN / DF (1600); RMSEA (0.075) met the criteria of goodness of fit. The test results show that the model is acceptable models, therefore causality hypothesis testing can be done for this model.

**Table 2**  
**Regression Weights**

		Estimate	S.E.	C.R.	P	Label
Positive Emotions	<--- Situational Factor	.238	.072	3.334	***	par_5
Positive Emotions	<--- Fashion Involvement	.416	.108	3.841	***	par_8
Positive Emotions	<--- Interaction With Salesforce	.243	.068	3.594	***	par_9
Planned Impulse Buying	<--- Fashion Involvement	.276	.124	2.225	.026	par_1
Planned Impulse Buying	<--- Positive Emotions	.311	.104	3.002	.003	par_6
Planned Impulse Buying	<--- Interaction With Salesforce	.153	.081	1.896	.058	par_7

Based on the above test results it is known that the hypothesis testing showed significant gains in the value of qualified CR > 1.96 and the probability qualified testing under 0.05 except for the relationship between interaction with sales force who have the parameter estimates of 0.153 and 1.896 CR values (less of 1.96) and 0,058 test probability value (above 0.05). Thus H1 is rejected in this study, while all other hypotheses are hypotheses second to sixth hypothesis testing that meets criteria are accepted.

H1. The better consumer interaction with the higher power actuating Impulsive Purchases Planned (CR = 1.896 , p = 0.058) be rejected. Consumer - Ramayana Robinson stated that they did not see the sales force 's ability to promote or establish friendly communication. Some consumers actually get annoyed with some sales force who approach them or follow them on while shopping. Consumers feel that the advice given by the sales force does not conform to their expectations. These results conflict with studies conducted Park and Lennon (2006) in which the study of interaction sales force is positively related to impulsive buying tendencies in the retail setting.

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H2. The better consumer interaction with the actuating Power Consumers increasingly Positive Emotions (CR = 3.594 , p = 0.00) are accepted. These results demonstrate that the interaction of the consumer with a sales force cannot directly affect the impulsive purchase but can affect positive emotions. In Time Discount programs are conducted, the sales force is actively provide information on product discounts via the loudspeakers to the accompaniment of music that led to the positive emotions of consumers who are shopping in the Robinson - Ramayana . This study endorses the results of research conducted by Grewal and Sharma (1991).

H3. The more supporting The Situational Factors, the more positive Consumer's Emotions (CR = 3.334 , p = 0.00 ) are accepted. Consumers stated that the situation is cool and comfortable and somewhat crowded making consumers more eager to shop. This condition is supported by the mid night program when no sale, while Robinson employees who continue to drive around using clothing and unique musical equipment, consumers feel comforted. Location Ramayana - Robinson contained shopping center also allows consumers to supplement other needs outside of clothing. These results support the research done by Machleit *et al.* (1994) and Mowen and Minor (2001).

H4. Positive Emotions Consumers Increasingly, the higher Impulsive Purchases Planned (CR = 3.002 , p = 0.003) are accepted. The majority of respondents claimed to feel happy and satisfied when shopping at Robinson - Ramayana so that they do impulse purchases exceeding planned. This result confirms the same thing with previous studies (Cha, 2001; Gardner and Rook , 1998).

H5. The higher the involvement Fashion Consumers Consumers increasingly Positive Emotions (CR = 3.841, p = 0.00) are accepted. Consumers feel more confident because Robinson - Ramayana provides a large selection of models and provide a special place for the latest model with a model that is relatively affordable prices. These results also support the research O'Cass (2004).

H6. The higher involvement, the higher the Fashion Consumer Impulsive Purchases Planned (CR = 2.225 , p = 0.226) are accepted. Fashion involvement encourages consumers to make purchases over the impulsive fashion products. These results strongly support research Park, Kim, and Forney (2006) who did research on fashion involvement against impulsive purchase on a student in the USA.

## **CONCLUSION, IMPLICATION, SUGGESTIONS, AND LIMITATIONS**

High level of impulsive buying in Indonesia is an opportunity for companies to increase sales of their products. Companies need to be more savvy in using the sales method that will encourage consumers to make purchases that exceed what they have planned in advance. The results of path analysis showed that the independent variables that most give influence to the positive emotions is fashion involvement. The results of path analysis also showed that the interaction with the sales force can not affect directly to unplanned impulse purchases. Interaction with sales force can influence planned impulse purchases through positive emotion variables. This means that the existence of interaction between sales force and consumers will increase impulsive purchases if it generate positive emotion of consumers.

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Based on the results of path analysis can be proved that fashion involvement and positive emotions can directly give influence top planned impulsive purchases, but the effect of fashion involvement to planned impulsive purchases if we use positive emotion variable. This means that companies that want to increase consumers' planned impulsive need to pay more attention to the efforts to increase positive emotions of consumers. The increase of consumers' positive emotions is more influenced by fashion involvement rather than interaction with sales force and situational factors. Therefore, Robinson - Ramayana as fashion product providers need to continue to add new variants of their products. The products that follow the trend should be placed in a position that is more easily seen by the consumers.

The implications of the influence of positive emotions on impulse purchases planned suggests that management needs to pay attention to its sales force 's ability to interact with their consumers, how to conduct the process of products and programs great discount, and use the model as a means of tying membership. Advice can be given to the Ramayana - Robinson relation to fashion involvement is that the top management needs to have a database of consumers who buy their products. Consumers who ever did this purchase on an ongoing basis will be given information about the latest products and discount programs provided by the Ramayana - Robinson.

Suggestions are given for improving the interaction between sales force and consumers that provide training on procedures for serving and knowledge about the product. How sales force are trained to be always friendly to consumers and savvy in creating a pleasant shopping atmosphere. Sales force equipped with the ability to ask well and can provide freedom for consumers to choose products according to taste. The increase in positive emotions of consumers and unplanned impulsive purchases can also be made through the precision of situational factors. The management need to consider the arrangement of the product with ease consumers see, hold and try the products offered.

Giving out discount when purchasing a product such as a multiple of a certain nominal amount can be applied to further attracting the attention of consumers. Granting of a discount deadline also needs to be informed again and again to create positive emotions of consumers. In addition, management can work with a particular newspaper or magazine by publishing the discount vouchers that can be redeemed in store. Implementation of ghost marketing using multiple marketing sales forces can also be done to support the atmosphere of the crowds' store. Atmosphere tends to be crowded stores will increase consumer curiosity and encourage consumers to buy the product. Efforts to make consumers happy mood where consumers can satisfy curiosity, get entertained, and gain new experiences is expected to increase planned impulsive purchases.

This study has limitations where there is a hypothesis that is rejected is the relationship between salesforce interaction with a planned impulsive purchase. This of course cannot be generalized to different research objects . Subsequent research can be done by adding some

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variables such as propensity to consume hedonic or commitment to the brand. Research on reminder impulse buying is still not much done so it can be a new thing for the next researcher.

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